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# **IT Assimilation: Conceptualization and Measurement**

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## **Abstract**

*This study examines a new construct—IT Assimilation—that is pertinent to the discourse on information security. We define IT Assimilation as the incorporation of enterprise IT into an individual's IT repertoire, and then use a multi-phase methodological approach to develop and test our construct. Our findings provide valuable insights about transferring IT behaviors and potential takeaways for researchers and practitioners in cybersecurity.*

**Keywords:** Assimilation, Behavior, Practices, Tools, Cybersecurity.